

WE CLAIM:

- Sub A37
1. A gum package having giveaway information comprising:
a body including a removable end wall; and
5 the removable end wall having an inner surface the entirety of which is only visible when the end wall is removed, the giveaway information visible by viewing the inner surface.
 2. The package of Claim 1, wherein the body has a rectangular shape.
 - 10 3. The package of Claim 1, wherein the body includes a tab that attaches to a ribbon, the ribbon extending around the body, the ribbon tearing the body to remove the removable end wall.
 - 15 4. The package of Claim 1, wherein the body is constructed, at least in part, from a flexible foil.
 5. The package of Claim 1, wherein the giveaway information is adapted to inform the consumer whether or not the consumer has won a prize.
 - 20 6. The package of Claim 1, wherein the giveaway information includes information concerning an item selected from the group consisting of: a sweepstakes, a raffle, a contest, a coupon and a rebate.
 - 25 7. The package of Claim 1, wherein the giveaway information is printed on the inner surface of the removable end wall.
 8. The package of Claim 1, wherein the giveaway information is stamped onto an inner surface of the removable end wall of the body.

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9. The package of Claim 1, wherein the giveaway information is printed onto a separate insert that is located within an area defined by the removable end wall.
10. The package of Claim 1, wherein the body houses a plurality of sticks of chewing gum.
11. A package having giveaway information for housing a confectionery product comprising:
 - a flexible body having inner surfaces defining an interior for housing products and having an end that is removable by a consumer grasping and pulling a member; and
 - giveaway information visible by viewing an inner surface of the removable end.
12. The package of Claim 11, wherein the member is a tab.
13. The package of Claim 12, wherein the consumer is able to grasp the tab and tear a portion of the body to remove the end wall from the body.
14. The package of Claim 11, wherein the giveaway information is printed onto the surface of the end wall.
15. The package of Claim 11, wherein the body includes a portion that is constructed from a foil.
16. The package of Claim 11, wherein the body has a rectangular shape.
17. The package of Claim 11, wherein the giveaway information is located on a separate insert located at the removable end.

18. A method for providing giveaway information in a chewing gum package without destroying a body portion of the package for holding the gum, the method comprising the steps of:

providing a package including a removable end wall; and

5 providing giveaway information on the removable end wall, the giveaway information only being viewable upon removal of the end wall.

19. The method of Claim 18, including the step of providing a tab for tearing the package to remove the removable end wall.

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20. The method of Claim 18, including the step of printing the giveaway information on an inner surface of the removable end wall.

21. The method of Claim 18, including the step of stamping the giveaway information on an inner surface of the removable end wall.

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22. The method of Claim 18, including the step of providing the package in a rectangular shape.